



US 20140162235A1

(19) **United States**(12) **Patent Application Publication**  
**MARRA et al.**(10) **Pub. No.: US 2014/0162235 A1**(43) **Pub. Date: Jun. 12, 2014**(54) **DETERMINING INDIVIDUALS FOR ONLINE GROUPS**(71) Applicant: **Google Inc.**, Mountain View, CA (US)(72) Inventors: **Gregory Matthew MARRA**, San Francisco, CA (US); **Frances Bordwell HAUGEN**, Mountain View, CA (US)(73) Assignee: **Google Inc.**, Mountain View, CA (US)(21) Appl. No.: **14/025,704**(22) Filed: **Sep. 12, 2013****Related U.S. Application Data**

(60) Provisional application No. 61/734,352, filed on Dec. 6, 2012.

**Publication Classification**(51) **Int. Cl.**  
**G09B 7/00** (2006.01)(52) **U.S. Cl.**CPC ..... **G09B 7/00** (2013.01)USPC ..... **434/322**

(57)

**ABSTRACT**

The disclosed subject matter relates to encouraging an individual to assume a leadership role associated with an online group relating to a subject matter. In one innovative aspect, the disclosed subject matter can be embodied in a method. The method includes determining a leadership score corresponding to an individual. The leadership score corresponds to a level of correlation between the individual and a leadership role associated with an online group relating to a subject matter. The method further includes providing, based on the leadership score, an invitation to be sent to the individual, inviting the user to assume a leadership role associated with the online group. The method further includes receiving an indication of an acceptance of the invitation. The method further includes assigning to the individual, based on the received indication of the acceptance, the leadership role associated with the online group relating to the subject matter.

